

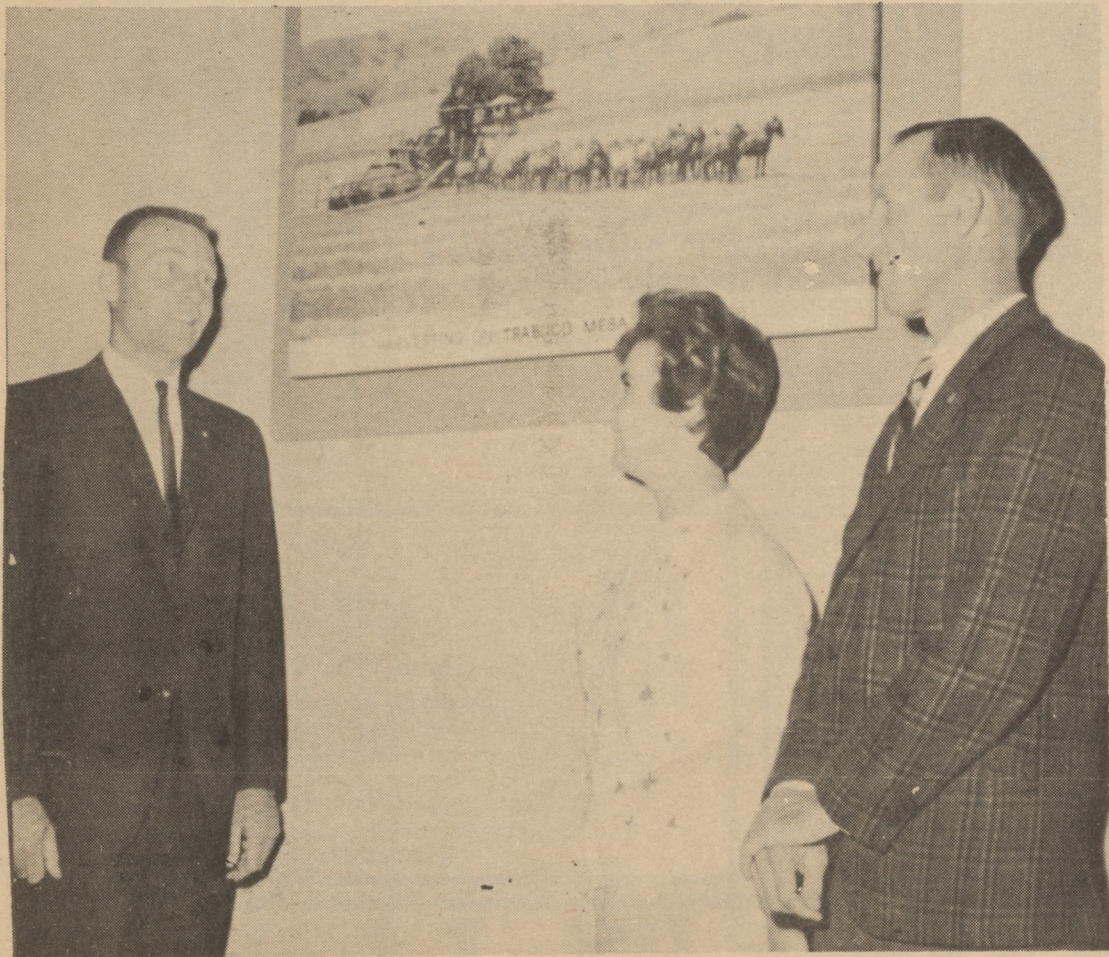


# Rancho Reporter

Vol 1. No. 50

"To inform and serve..."

Wednesday, November 1, 1967



## Local Scene Proves Busy

By Vera Lindlay

Did you know...?

That NANCY BLACKMON, of El Toro, does not venture far from home these days as she is expecting her fourth at any moment?

\* \* \*

That TONIA SANCHEZ married FRANCISCO OROSCO in St. Nicholas Church of Laguna Hills, with reception and dance in the evening.

\* \* \*

It has been suggested by many residents of this area that a sidewalk be placed under the freeway on El Toro Road for the safety of those who walk.

\* \* \*

THE RANCHO COMMUNITY PLAYERS, as reported by Mike Sanchez, is rehearsing three nights a week for the mid November production of "Guys and Dolls."

\* \* \*

THE MISSION VIEJO BOOSTER'S CLUB is currently holding a newspaper drive to raise money for sports equipment for the local high school. Residents with extra newspapers should call Stan Johnson. During the football season this group meets each Wednesday at 7:30 p.m. in the multi-purpose room at the high school.

\* \* \*

MISSION de PALABRAS TOASTMISTRESSES will have a potluck at Toastmistress Alicia Cooper's home in Mission Viejo previous to attending the RANCHO COMMUNITY PLAYERS production of "GUYS AND DOLLS" on November 18.

\* \* \*

November 13 is Founder's Day dinner as being planned by the TOPS' Las Damas de El Toro to be held at the Mission Viejo Inn at the Mission Viejo Golf Club.

\* \* \*

Helen Runge reports the youth group of Abiding Savior Lutheran Church meets at the home of the Robert Mileks. There has been progress made on the new Abiding Savior Lutheran Church and hopes are high to be in by Christmas.

\* \* \*

El Toro Liquor Store Manager Max Ross is leaving to open a new store in Placentia. Ray Abel will manage the local store.

\* \* \*

Tom Cucina, manager of Kirby's Shoes of Torro Shopping Center, will have a busy week. He will be moving from Long Beach. His wife

is also expecting the arrival of their fifth child.

\* \* \*

Terry Janis is now home resting after major surgery.

\* \* \*

THE REPUBLICAN WOMEN'S CLUB of this area had a successful card party recently. It was held at the Town Hall in La Paz Plaza Shopping Center. Meetings for the Republican Women's Club is every third Monday at 9:30 a.m. in the Town Hall at the La Paz Plaza center.

\* \* \*

THE NEW THRIFTIMART GROCERY will be a complete super market, so states Manager Mullin. The opening date is November 14.

\* \* \*

Pastor Tamietti reports the Methodist Church of Mission Viejo will have their first service in the Mission Viejo High School on November 5. Until now the services have been in the Methodist Church of Laguna Hills.

\* \* \*

According to Noelle Changala, of the El Toro Post Office, an average of 1,500 pieces of first class letter size mail is dispatched daily. This does not include mail that is hand cancelled because of size, or parcels or bulk mailings.

\* \* \*

## Mission Viejo High News . . .

By Ann Noel

Activities past and present are keeping Diablos very busy this fall. Football week, October 16-20, was a whirlwind of action, culminating with the crowning of Football Queen Wendy Aldrich, at the Foothill-Mission game Friday, October 20. Her court of princesses were as follows: Betty Davis, first princess; Tanis Chapman, second princess; Deb Casella, third princess; and

Barbara Benson, fourth princess.

An after dance, for November 10, is scheduled following the Tustin-Mission game. Sponsored by the yearbook class, the dance will feature the popular sounds of the "Bul Porpis".

A lively pep assembly is planned for the same Friday. Competition between the classes will be featured, with the triumphant class awarded a Bermuda day, hopefully.

Do you think dancing all afternoon instead of going to class is worth money? Would you be willing to donate your pennies to keep the music coming? Mission is sponsoring a "Penny Dance", November 15, starting at first lunch. As long as the money keeps collecting in the trash can placed in front of the band, the band plays and the students stay out of class. Diablos! Start saving your pennies and nickels now!

A Battle of the Bands after school November 22, will give Diablos the opportunity to use their discretion in selecting a band for the next Mission dance. Admission to the Battle will be 25 cents. The winning band will not only receive a contract for a future dance, but a percentage of the money earned at the Battle.

The Girl's League Christmas Formal is only five weeks away! Scheduled for December 9, the affair will be held in Mission's multipurpose rooms. Girls get your dates now!



THE RANCHING PICTURE on the wall to the left showing local rancher Harvey W. Swartz, who lived in El Toro from 1900 until he died in 1937, ties three generations of local ranchers together in this picture. Mrs. Swartz, 87, is still living in El Toro. Pictured left to right, is Mrs. Wiella Sanchez, of 23200 S. Olive, El Toro; Mrs. Ida Ashbeck, 18391 East Santiago, Orange and Mrs. Mae Stevens of 23192 S. Olive, El Toro. The original picture is the property of Mrs. Stevens who is the daughter of Harvey W. Swartz who had the picture taken and is seen on the tractor in the ranching scene. These photographic blow-ups are on permanent display at the United California Bank in Mission Viejo. Bank Manager Bill Wells invites the public to stop by and see the pictures of old California ranching in our area at the turn of the century. Photo by Carl E. Venstrom.

## Merchants Elect Officers

Nineteen members of the newly formed Torro Merchants Association of Torrocenter met last week at the Saddleback Inn, Santa Ana.

Following dinner, elections were held and committees were chosen. Heading the merchants are Tom Cucina of Kirbys, president; Albert Lipps of Torrocenter Coin Laundry, vice president and Mrs. Jennie Barling of Apropos for Beauty, secretary-treasurer.

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## EDITORIAL

## Something Has To Be Done!

A concerned El Toro rancher friend of ours stopped by the newspaper office the other day and said "Something has to be done about the foot traffic on El Toro Road before someone is killed."

And he is absolutely right.

Our friend was troubled about this foot traffic since he had just passed a mother pushing a baby carriage down the two lane stretch of El Toro Road, just past the post office, and she was dodging in and out of the road traffic since there is no walk, path or trail on the side of the road.

The traffic on this road is heavy, fast and with trucks of considerable size passing through. Children—as well as adults—frequent this road as they walk home or to the stores.

Neither the Rancher or myself is quite sure what agency is in charge to see that something is done about this serious traffic situation, but we agreed something should be done soon.

To get the ball rolling on some action we decided to write this editorial and mail copies to some of the following people: William H. Hirstein, Orange County Board of Supervisors; James A. Musick, Orange County Sheriff; Captain James E. Peters, California Highway Patrol in Orange County; Chuck Waltman, President of the Aliso Valley Homeowners Assn., El Toro, and McKay Mitchell, Laguna Hills resident who is a senior engineer with the division of industrial safety for the State of California.

We hope to hear from any or all of these men on what can be done to insure more safety on the busy El Toro Road in El Toro, and will keep the readers advised.

## BLUE CHIPS

By Chester Briner

There are two ways to make money in stocks. One is to buy stocks for "investment". The other is to "trade" in stocks.

Investing usually is a long-term matter. The main objective is obtaining income with comparative safety or growth of capital over a period of years.

"Trading", on the other hand, is done with the expectation of a profit fairly soon, usually a matter of a few weeks. Quick capital appreciation is the "traders" objective.

Different "Yardsticks" should be used by the investor and the trader. This column, and the next will be concerned with these "yardsticks".

The criteria for a stock investment should include 1) the position of the industry in which the company operates. Is it an industry that is very sensitive to the business cycle or is it a strong "defensive" industry that is not too seriously affected by these cycles?

2) The position of the company in that industry. Is it a dominant unit in the industry or a "marginal" operator? The leading companies tend to make money in good years and bad while the marginal ones often show profits only in good times.

3) Earning power of the company. This is most important. It is earning power, in the long run, which determines the course of a company's future.

4) Capital structure of the

company. Special reference should be made to bonds and/or preferred stocks that rank ahead of the common shares. 5) Dividend record. What is the stock paying currently and what is its record over a period of years?

6) Earning power per share. This also should be considered over a period of time. What is the record of the per share earnings and is the trend up or downward? 7) Price record of the stock. Is it now selling near either its historical high or low? If so, why? There should be a reason for either situation.

8) Calibre and reputation of the company's management. This is impossible to reduce to figures. However, the length of tenure of current management, the prominence of people on the board of directors and the company's reputation for progressiveness, new ideas, labor relations, and aggressiveness. These things can often be important and a little inquiry will reveal a wealth of details.

## LETTERS to EDITOR

Dear Mr. Venstrom,

The Olivewood PTA would like to take this opportunity to thank all the parents who gave of their time and energy to make a success of our first Halloween Carnival.

Mrs. Nancy Blackmon,  
publicity chairman

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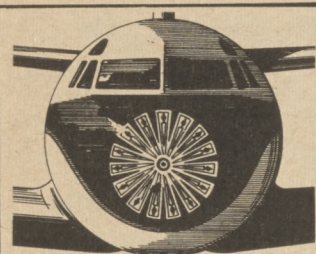
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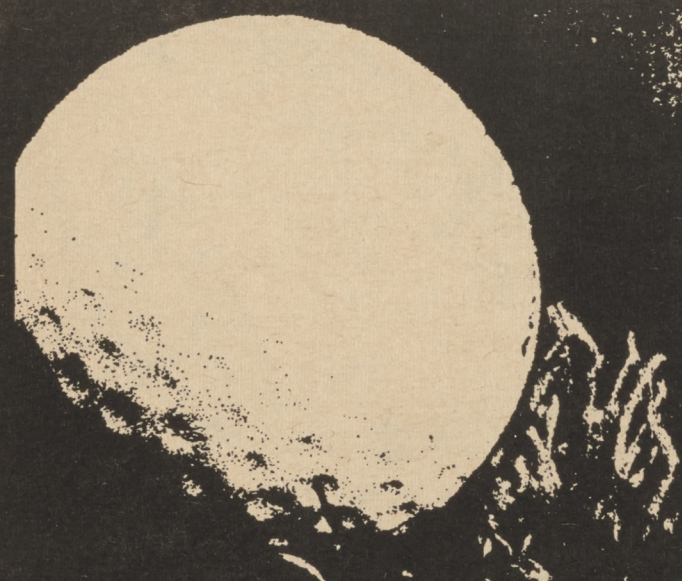
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